PHILIP MORRIS U.S.A. INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK NY 10017

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DATE: July 10, 1990

TO: Distribution

FROM: Matthew N. Winokur

SUBJECT: Revised Ingredients Communications Plan

Attached is a revised version of the ingredients communications plan for your review. This edition replaces the one sent to you on November 22, 1989 by Fredric Newman. That version should be discarded.

The plan has been endorsed by the six major U.S. cigarette manufacturers. As with the previous plan, Covington and Burling remains the official spokes-organization on the ingredients issue and D.J. Edelman will continue to provide public relations counsel. The latter is also developing a tactical public relations plan which will specifically address the outcome of current federal negotiations concerning ingredient labelling.

Please contact me if you have any questions or recommendations on the plan.

MNW/vfr
ingplan.

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